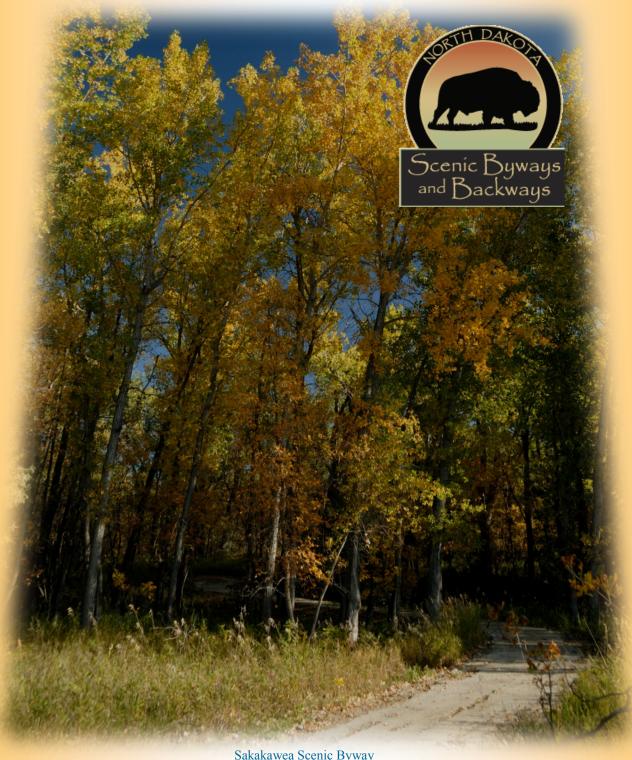
2015 Annual Report



Sakakawea Scenic Byway

*Photos are credited to Obsessed Photographers Gallery and the North Dakota Scenic Byway Program

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Killdeer Mountain Four Bears Scenic Byway
*Photos are credited to Obsessed Photographers Gallery and the North Dakota Scenic Byway Program.

State Scenic Byway Program Coordinator Report By: Kevin Stankiewicz

In June 2015, the Killdeer Mountain Four Bears Scenic Byway hosted the annual ND Scenic Byway conference. The highlight was the all-day bus tour that enabled byway leaders to see first hand a number of the interpretive sites along the byway. Sunny weather and good people made for a wonderful day along the byway.



Photo Credit: Mike Jensen, ND Tourism

Byway leaders will be working together to determine a future course of action, as once again there is uncertainty to the future of the scenic byway program; the journey continues. Please see the following page.



June 26, 2015

Mr. Mark Zimmerman, Director North Dakota Parks and Recreation 1600 East Century Avenue, Suite 3 Bismarck, ND 58503

STATE SCENIC BYWAYS PROGRAM

The North Dakota Department of Transportation (NDDOT) and North Dakota Parks & Recreation Department (ND Parks & Rec) have been working together since 1996 to administer the Scenic Byways Program which was originally authorized under ISTEA, then under TEA-21, and again in SAFETEA-LU. Working together we have successfully established two nationally designated byways and eight state byways.

As you know SAFETEA-LU was replaced by MAP-21 on July 6, 2012. Unfortunately, MAP-21 no longer recognized the Scenic Byways Program as an eligible program. Since the NDDOT had some remaining TE funding (old funds, old rules), we continued to fund the Scenic Byways Program. Unfortunately, the TE funds are almost depleted. We have enough remaining TE funds to fully fund the Scenic Byways Program for one more biennium (2015-2017). However, after this we will no longer have the ability to provide funding for this important program.

Enclosed you will find a contract for the upcoming 2015-2017 biennium to continue the Scenic Byways Program. If you are agreeable to the terms, please sign the agreement and return to the NDDOT for final signature. Once we receive final signature, we will authorize the funding to continue the program.

We appreciate the partnership we formed and the working relationship we have developed over the years. If in future highway bills the rules change, we will revisit the program with you.

GRANT LEVI, P.E., DIRECTOR

56/sss/sas Enclosure

608 East Boulevard Avenue • Bismarck, North Dakota 58505-0700 Information: 1-855-NDROADS (1-855-637-6237) • FAX: (701) 328-0310 • TTY: 711 • www.dot.nd.gov

Byway & Backway Reports

The following information was gathered from the annual reports submitted by each Byway and Backway leader.

Chan SanSan Scenic Backway

Completed by: Sonya Albertson, Backway Coordinator

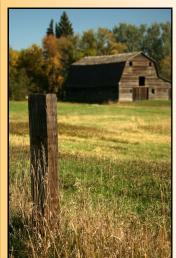
ORGANIZATIONAL DEVELOPMENT

Non-profit administered by LaMoure County via county commissioners.

List all relevant conferences attended by your backway members in 2015.

- ND Scenic Byway Conference.
- ND Trails Conference in Valley City.





CORRIDOR MANAGEMENT

County: LaMoure State designation: 2001 #1 intrinsic quality: Scenic #2 Intrinsic quality: Historic

MARKETING

What are your marketing plans for 2016?

 Design a website and/or Facebook page and distribute our brochures to motels, restaurants, gas stations, and other businesses in the area.

VISITOR EXPERIENCE

List at least one annual event that increased the number of visitors to your backway?

- Hot Rod Club Run and Car Show.
- Grand Rapids Pioneer Picnic.
- Toy Farmer Toy Show.

GOALS AND IMPROVEMENTS

List your goals for 2015 and indicate whether or not they were met.

- Replaced 10 old faded interpretive panels with new ones.
- Gave the 3 kiosks a facelift and installed new laminated maps and information.
- Installed all-weather brochure holders in the 3 kiosks for brochures.

What are your goals for 2016?

- Build 2 new turnouts with interpretive panels.
- Replace missing backway signs.
- Purchase signs to direct travelers to points of interest.
- Install lettering on the 3 kiosks to spell out the backway name.
- Increase our stock of photos to use in advertising and social media.

List infrastructure improvements that have benefited your backway?

 Three miles of County Road 63 at the north end of the backway were widened and repaved.

PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your backway.

• Failure of existing volunteers to move forward and lack of new volunteers.



Des Lacs National Wildlife Refuge Scenic Backway



Completed by: Marissa Haase, Generalist On behalf of Chad Zorn, Refuge Manager

ORGANIZATIONAL DEVELOPMENT

- Federal; National Wildlife Refuge.
- 10 Volunteers.

CORRIDOR MANAGEMENT

County: Ward

State designation: 2000

Primary intrinsic quality: Natural

MARKETING

Describe your marketing efforts for 2015.

Kenmare News and Minot Daily News.

VISITOR EXPERIENCE

List annual events held along or in the vicinity of your backway that increase the number of visitors to your backway area.

• Greenwing Days at boat dock day use area.

If available, provide any feedback given by travelers about their backway experience.

Great weather and fun times for the kids!





ECONOMIC IMPACT.

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a backway stakeholder?

• Remaining the same.

Based on your previous response, what efforts are being done to obtain this type of involvement along your backway?

 We continue to work with community leaders in an effort to get the public involved with activities at the refuge.

GOALS & IMPROVEMENTS

List your goals for 2015 and indicate whether or not they were met.

• We put in a new interpretive panel at Office Kiosk.

What are your goals for 2016?

• We plan to add a few more interpretive panels at the Brickyard.



Killdeer Mountain Four Bears Scenic Byway

Completed by: Carie Boster, Director Dunn County JDA

ORGANIZATIONAL DEVELOPMENT

- Jobs Development Authority.
- 1 volunteer.

List relevant conferences attended by your byway in 2015:

- ND Tourism Summit.
- ND Scenic Byway Conference.

CORRIDOR MANAGEMENT

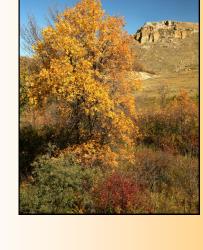
Counties: Dunn, McKenzie, Mountrail State designation: 1997 Extension: 2000

#1 intrinsic quality: Scenic #2 intrinsic quality: cultural

MARKETING

Describe your marketing efforts for 2015. Was there any one idea that significantly impacted the number of visitors to your area?

- Complete visitor center in High Plains Cultural Center.
- Publish new brochure for the area, which will include the byway.
- Advertisement in the Tourism Guide.





VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

Oldest ND PRCA Rodeo held in Killdeer every July.

ECONOMIC IMPACT

What efforts are being made to encourage involvement along your byway?

Reorganize committee for marketing and management of byway.





GOALS AND IMPROVEMENTS

What are your goals for 2016?

- Establish and pursue marketing goals with stakeholders.
- Re-imaging campaign for the entire area.

PROGRAM ASSESSMENT

Describe concerns or challenges facing your byway.

Lack of staff.

Old Red Old Ten Scenic Byway

Completed by: Terri Thiel, Director Dickinson CVB

ORGANIZATIONAL DEVELOPMENT

- 501c3.
- 10 volunteers.

List conferences attended in 2015.

- ND Travel Conference.
- ND Byways Conference.

GRANTS & FUNDRAISING

List all grants and amounts that were awarded in 2015.

- ND Parks & Rec. —\$3,889.88
- Morton County—\$5,985.00
- Stark County—\$4,000.00



CORRIDOR MANAGEMENT

Counties: Morton, Stark State designation: 2008

#1 intrinsic quality: Historic #2 intrinsic quality: Scenic

Describe any significant changes or updates to your Corridor Management Plan.

- New and larger Confidence Signs (24") have been purchased and will be erected along the Byway.
- A partnership with Ft. Abraham Lincoln has been established.
- A Talking Trail audio, local kiosk, history placement on the website, and staff training on the Byway will take place in reference to the Custer history along the Byway.

MARKETING

Describe your marketing efforts for 2015.

• The Annual Old Red Trail Rummage Sale brings the largest and most diverse group of people to the Byway each year.

What marketing plans do you have for 2016?

The ND Travel Guide ad has been secured.

VISITOR EXPERIENCE

List at least one annual event that increased the number of visitors to your byway.

Old Red Trail Rummage Sale.

If available, provide any visitor feedback you have received.

- Very positive feedback on Facebook for the ORT Rummage Sale, also had a personal call from a citizen thanking the committee for the work on the rummage sale.
- Visitors into the Dickinson CVB have asked for the Byway information, and those who have come in from traveling it, had positive comments.

ECONOMIC IMPACT

Are communities and businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder or supporter?

Less involved.

Based on your previous response, what efforts are being made to encourage involvement along your byway?

 We have designed folders to present to the community City Council Members for awareness and annual funding requests.



GOALS & IMPROVEMENTS

List your goals for 2015 and indicate whether or not they were met.

• The committee completed additional marketing projects.

List your goals for 2016.

• 2016 goals have not been discussed yet.

List infrastructure improvements or projects that have benefited your byway.

- Additional signage was erected by Almont/Sims road to assist travelers.
- Additional and larger (24") round confidence signs were purchased and erected along the Byway.

Rendezvous Region Scenic Backway

Completed by: Bryan McCoy, Cavalier Economic & Chamber Director

ORGANIZATIONAL DEVELOPMENT

Chamber/City Economic Development.

List relevant conferences attended by your backway in 2015:

- ND State Tourism Conference.
- ND Scenic Byway Conference.
- ND Tourism Summit.

CORRIDOR MANAGEMENT

Counties: Pembina, Cavalier

State designation: 1996 Extension: 2010 **Primary intrinsic quality:** Recreational

MARKETING

Describe your marketing efforts in 2015:

Placed an ad in AAA magazine and had a great response.



FUNDRAISING/GRANTS List grants awarded in 2015:

- North Dakota Arts Council awarded \$1,000.
- Tourism Ad Grant awarded \$3,000.



VISITOR EXPERIENCE

List annual events that increased the number of visitors to your backway:

The annual Cavalier Motorcycle Ride-In took in some visitors along the byway.

If available, provide any feedback given by travelers about their backway experience:

We received some positive feedback.

ECONOMIC IMPACT

Are communities and businesses becoming more or less involved, more or less interested, or remaining the same as far as their desire to be a backway stakeholder or supporter?

At this time, the community is remaining the same as supporters.



GOALS & IMPROVEMENTS

Describe your goals for the backway:

The goal is to increase marketing.

List infrastructure improvements or projects that have benefited your backway:

- Icelandic State Park made improvements.
- There are a couple of RV Parks in the planning stage.

Sakakawea Scenic Byway

Completed by: David Borlaug, Committee Chairman

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via the Lewis & Clark Fort Mandan Foundation.
- 14 volunteers.

List conferences attended in 2015.

- Various state and regional tourism conferences.
- National Lewis and Clark Convention.

CORRIDOR MANAGEMENT

Counties: McLean, Oliver, Mercer

State designation: 2005 #1 Intrinsic quality: History

MARKETING

Describe your marketing efforts for 2015.

 Ongoing marketing of Lewis & Clark Interpretive Center, Fort Mandan and Knife River Indian Villages NHS.





VISITOR EXPERIENCE

If available, provide any visitor feedback you have received.

 Very positive responses from visitor log at Lewis & Clark Interpretive Center and Knife River Indian Villages.

ECONOMIC IMPACT

Are communities and businesses becoming more or less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder or supporter?

About the same.

Based on your previous response, what efforts are being made to encourage involvement along your byway?

Plans to re-engage with communities in 2016.

GOALS & IMPROVEMENTS

List your goals for 2015 and indicate whether or not they were met.

• With major changes occurring within the foundation and its role at Interpretive Center, goals were suspended.

PROGRAM ASSESSMENT

List any other additional information you would like included with your respective annual report.

• 2016 is expected to be an exciting year on the Byway, including the Centennial of the National Park Service.



Sheyenne River Valley National Scenic Byway

Completed by: Mary Lee Nielson, Byway Marketing Coordinator



ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via SRVSB Foundation.
- 25 volunteers.

List all conferences attended by your byway members.

- ND Tourism Conference.
- North Country Trail National Conference.

CORRIDOR MANAGEMENT

Counties: Barnes, Ransom

State designation: 1997 National Designation: 2002 #1 intrinsic quality: Historic #2 intrinsic quality: Scenic

MARKETING

Describe your marketing efforts for 2015.

- Digital advertising on ND Tourism webpage.
- Helped the Barnes County Historical Society market Bob the Triceratops at Fargo movie theaters.
- Purchased advertising through the Canadian Horizons.
- We were featured on the billboard at Times Square in NYC and in subway stations in Toronto Canada.

What marketing plans do you have for 2016?

 More digital advertising in co-op with ND Tourism and AAA, plus the regular ads in Travel Guide, Explore the Sheyenne, etc.

VISITOR EXPERIENCE

List at least one annual event that increased the number of visitors to your byway.

• Sheyenne Valley Arts & Craft Festival, and Sodbuster Days at Ft. Ransom.

ECONOMIC IMPACT

Are communities and businesses becoming more or less involved as far as their desire to be a byway supporter?

• Remaining the same.

What efforts are being made to encourage involvement along your byway?

 We have started a Sheyenne Valley Community Foundation that could bring more visibility to the area.



GOALS & IMPROVEMENTS

List your goals for 2015 and indicate whether or not they were met.

- 10th Anniversary Bus Tour (met).
- QR codes on route (not met).
- Engaging cooperative advertising with other byways (met and working on).

List infrastructure improvements or projects that have benefited your byway.

 The byway south of Valley City to Kathryn has a new overlay.

PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your byway.

• Sustainability is always the biggest challenge.

Standing Rock National Native American Scenic Byway

Completed by: Pamela Ternes, Byway Coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via Sitting Bull College.
- 5 volunteers.

List all conferences attended by your byway members.

- American Indian Alaskan Native Tourism Conference.
- Transportation Research Board Historic and Archeological Preservation Committee Meeting.





CORRIDOR MANAGEMENT

Counties: Sioux (North Dakota), And Corson (South Dakota)

State designation: 2001 National designation: 2005

#1 intrinsic quality: Cultural/Historic

#2 intrinsic quality: Natural

MARKETING

Describe your marketing efforts for 2015 and identify if you are aware of any immediate impact.

- Developed a Pinterest board for the Byway.
- Men's Journal listed the Native American Scenic Byway as one of the "Best Byways in America".

What marketing plans do you have for 2016?

Expand social media strategies like Facebook and Pinterest.

VISITOR EXPERIENCE

List annual events held along or in the vicinity of your byway that increase the number of visitors to your byway area.

Ongoing cultural events at the Sitting Bull Visitor Center, such as native art classes and symposiums.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

• The same.

Based on your previous response, what efforts are being done to obtain this type of involvement along your byway?

• The Byway Organization has been focused on improving and operating the byway visitor center.

GOALS & IMPROVEMENTS

List your goals for 2015 and indicate whether or not they were met.

- Conduct cultural events at the Sitting Bull Visitor Center. This goal is being met.
- Improve social media marketing. This goal is being met and will continue to engage visitors

What are your goals for 2016?

- Design and install Sitting Bull Visitor Center sign and vehicle wrap.
- Replace peeling and faded interpretive panels located at the byway visitor sites.



Theodore Roosevelt National Park North Unit Scenic Byway

Completed by: Eileen Andes, Chief of Interpretation & Public Affairs

ORGANIZATIONAL DEVELOPMENT

- Federal Government-National Park Service.
- 5 volunteers in the North Unit of Theodore Roosevelt National Park.

CORRIDOR MANAGEMENT

County: McKenzie State designation: 2000

#1 intrinsic quality: Natural #2 intrinsic quality: Wildlife



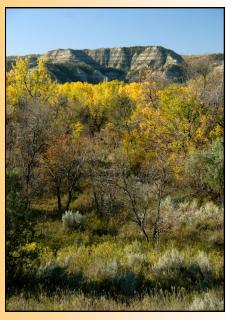
MARKETING

Describe your marketing efforts for 2015 and identify if you are aware of any immediate impact.

Park rack cards were distributed to local CVB's and ND Tourism.

What marketing plans do you have for 2016?

• We will continue to distribute rack cards and visitor guides.



VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

• The Badlands Star Party-astronomy star gazing.

If available, provide any feedback given by travelers about their byway experience.

• It was well received.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

• The interest remains about the same.

GOALS & IMPROVEMENTS

List your goals for 2015 and indicate whether or not they were met?

• To keep the Scenic Byway open and accessible to the public as much as possible. We met that goal.

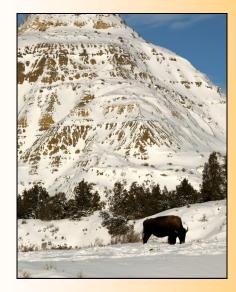
What are your goals for 2016?

- To install trailhead information where trail access occurs along the Scenic Byway.
- New wayside exhibits will be installed in 2017.

PROGRAM ASSESSMENT

List any immediate concerns or challenges facing your byway.

- Constant erosion and slumping make the Scenic Byway costly and challenging to maintain and safely keep open to the public.
- Adequate funding is not always forthcoming.



Turtle Mountain Scenic Byway

Completed by: Mae Streich, Byway Co-Coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via Bottineau and Rolette County.
- 10 volunteers.
- Attended the ND Tourism Conference.

CORRIDOR MANAGEMENT

Counties: Bottineau, Rolette #1 intrinsic quality: Scenic

State designation: 1998 #2 intrinsic quality: Culture

Describe any significant changes or updates to your Corridor Management Plan.

• Adding loop into Turtle Mountain Indian Reservation.



Describe your marketing efforts for 2015.

 Turtle Mountain Guide; TV ad in Minot Market; Turtle Mountain Star Tourism Guides; radio ads; magazines; newspaper articles.



FUNDRAISING/GRANTS

List any fundraising events held in 2015.

Mystical Horizons and Coghlin Castle tours.

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

St. John Days; International Music Camp/International Peace Garden
performances and events; Equinox and Solstice at Mystical Horizons; Harley
Davidson Minot Motorcycle fall colors tour.

If available, provide any feedback you have received.

Lots of varied activities and events occur along the byway on an annual basis

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

• Same interested parties with fewer hours and money to commit as volunteers.

Based on your previous response, what efforts are being done to obtain this type of involvement along your byway?

 Turtle Mt. Tourism Association is working with Turtle Mt. Band of Chippewa on Nationwide Indian Country project.

GOALS & IMPROVEMENTS

What are your goals for 2016?

- Continue on signage and restroom facilities at Mystical Horizons.
- Efforts are being made to create a Turtle Mt. Scenic Byway brochure with a new Native American loop.

List and describe any improvements to your byway.

- Rural water project to Lake Upsilon; restoration of former ND School of Forestry Old Main began; Native American/Metis display at Rolette Co. Historical Society Museum.
- Annie's House now has two adaptive ski lifts and will now host the annual Special Olympics.

PROGRAM ASSESSMENT

List any immediate concerns or challenges facing your byway.

- The ongoing challenge of funding and involvement.
- Loss of Turtle Mt. Forest threatens scenic intrinsic quality.
- Need interpretation of 70 tower wind farm by St. John.

Be on the lookout for these logos!

















www.facebook.com/northdakotabyways



North Dakota Scenic Byway Program State Contacts

Kevin Stankiewicz State Scenic Byway Coordinator Recreation and Trails Grant Coordinator ND Parks & Recreation Department 1600 E. Century Avenue, Suite #3 Bismarck, ND 58503 Phone: 701-328-5364

Fax: 701-328-5363 kstankiewicz@nd.gov

Pam Wenger, TAP/SRTS/TE Programs
ND Department of Transportation
608 East Boulevard Avenue
Bismarck, ND 58505-0700
Phone: 701-328-4787
Fax: 701-328-0310

pwenger@nd.gov

Sandy Zimmer, Financial Manager FHWA, ND Division 4503 Coleman Street Bismarck, ND 58503 Phone: 701-250-4343 ext. 106

Fax: 701-250-4395 sandy.zimmer@dot.gov



North Dakota Scenic Byway Program Byway & Backway Leaders

Des Lacs National Wildlife Refuge Scenic Backway

Chad Zorn, Refuge Manager 42000 520th St. NW Kenmare, ND 58746 Chad zorn@fws.gov

Jennifer Nelson, Executive Director Kenmare Community Development Corporation PO Box 353 5 3rd Street NE Kenmare, ND 58746 jen.nelsn@gmail.com

Killdeer Mountain Four Bears Scenic Byway

Carie Boster
Dunn County JDA
165 Railroad St. SE
PO Box 283
Killdeer, ND 58640
dunnjda@ndsupernet.com

Old Red Old Ten Scenic Byway

Dickinson CVB
Attn: Terri Thiel
72 W. Museum Drive
Dickinson, ND 58601
terri@visitdickinson.com

Rendezvous Region Scenic Backway

Bryan McCoy
Cavalier Area Chamber of Commerce
301 Division Avenue North
PO Box 271
Cavalier, ND 58220-0271
cacc@polarcomm.com

Economic Development Director PO Box 318 Walhalla, ND 58282 walhalla@utma.com

Sakakawea Scenic Byway

David Borlaug, President
Lewis & Clark Fort Mandan Foundation
PO Box 607
Washburn, ND 58577-0607
dborlaug@fortmandan.org

Knife River Indian Villages National Historic Site

Craig Hansen, Acting Superintendent P.O. Box 9 Stanton, ND 58571 craig hansen@nps.gov

Sheyenne River Valley National Scenic Byway

Bobby Koepplin, Chairperson 1105 7th St. SE Valley City, ND 58072-4146 bkoepplin@kwh.com

Mary Lee Nielson Rosebud Visitor Center 250 Main St. W Valley City, ND 58072 marylee@hellovalley.com

Standing Rock National Native American Scenic Byway

Pamela Ternes, Coordinator Sitting Bull College 9299 Highway 24 Fort Yates, ND 58538 pamelat@sbci.edu

Theodore Roosevelt North Unit Scenic Byway

TBD, Coordinator National Park Service 205A Maintenance Way Watford City, ND 58854

Turtle Mountain Scenic Byway

Becky Leonard, Co-Coordinator 10733 36th Ave. NE St. John, ND 58369 <u>lleonard@utma.com</u>

Mae Streich, Co-Coordinator 203 West 13th Street Bottineau, ND 58318 mstreich@utma.com

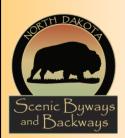
Chan SanSan Scenic Backway

Sonya Albertson 9856 County Road 34 LaMoure, ND 58458 sonya_albertson@hotmail.com

Searle Swedlund, Executive Director Buffalo City Tourism Foundation 404 Louis L'Amour Lane Jamestown, ND 58401-6455 searle@discoverjamestownnd.com The North Dakota Scenic Byway Program is administered through a cooperative effort between the North Dakota Department of Transportation and the North Dakota Parks and Recreation Department.







North Dakota Scenic Byway Program

2015 Annual Report

North Dakota Parks and Recreation Department, 1600 East Century Ave., Suite 3, Bismarck, ND 58503 Phone: 701-328-5357, Fax: 701-328-5363, E-mail: parkrec@nd.gov, Web: www.parkrec.nd.gov